GOVERNMENT OF INDIA
TOURISM
LOK SABHA

STARRED QUESTION NO:368
ANSWERED ON:12.12.2016
Promotion of Rural Tourism
Patel Shri Subhash;Siddeshwara Shri Gowdar Mallikarjunappa

Will the Minister of TOURISM be pleased to state:

(a) whether the Government has formulated any scheme for the promotion of rural tourism in the country;
(b) if so, the details of the schemes implemented/proposed to be implemented for the promotion of rural tourism and action plan to increase the tourism potential in rural/backward/tribal areas of the country along with the status of rural tourism in the country, State/UT-wise;
(c) the funds sanctioned, released and utilised in this regard during the last three years and the current year, State/UT-wise and year-wise;
(d) whether the Government has identified remote villages and small and medium towns as spots of tourist attraction; and
(e) if so, the details thereof, State/UT-wise along with the funds allocated by the Government in this regard?

Answer

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)
(DR. MAHESH SHARMA)

(a) to (e): A Statement is laid on the Table of the House.

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STATEMENT IN REPLY TO LOK SABHA STARRED QUESTION NO.â€ *368 ANSWERED ON 12.12.2016 REGARDING PROMOTION OF RURAL TOURISM.

(a) and (b): The Ministry of Tourism (MoT) promotes India as a holistic destination and as part of its on-going activities, releases print, electronic, online and outdoor media campaigns in the international and domestic markets, under the Incredible India brand-line, to promote tourism products and destinations of the country including Rural Tourism. MoT also promotes the tourism destinations and products through its websites and publicity and promotional material produced by it from time to time. In addition, a series of promotional activities are undertaken in important and potential tourist generating markets overseas through the India Tourism Offices Overseas with the objective of showcasing India's tourism potential and increasing tourist arrivals to the country.

(c), (d) and (e): Ministry of Tourism recognising the immense potential of rural tourism in the country has identified the Rural Circuit as one of the 13 thematic circuits under Swadesh Darshan Scheme to promote local arts, culture, handicraft, cuisine to generate livelihoods. Rural Tourism Scheme also formed part of the Product/Infrastructure Development for Destinations and Circuits (PIDDC) Scheme. The details of rural tourism projects sanctioned by the Ministry of Tourism under PIDDC during the last three years and the current financial year including hardware and software components are at Annexure.

The PIDDC scheme has been delinked from Union Support with effect from 2015-16. No project proposals have been sanctioned so far for Rural Circuit under the Swadesh Darshan Scheme.

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